

What is claimed is:

1. A solid fabric softening component comprising
- 5 a) a clay;
- b) at least 5% of a surfactant system;
- c) at least 15% by weight of a solid carrier material;
- d) a flocculating agent.
- 10 2. A component according to claim 1 whereby the clay and flocculating are in an intimate mixture with one another.
3. A component according to claim 1 or 2 whereby the clay, flocculating agent, surfactant system and carrier material are in an intimate mixture with one another.
- 15 4. A component according to any preceding claim wherein the carrier material comprises an aluminosilicate builder and/or a phosphate salt builder, which is preferably present at a level of from 15% to 60% by weight of the component.
- 20 5. A component according to any preceding claim wherein the carrier material comprises an inorganic carbonate salt which is preferably present at a level of from 10% to 60% by weight of the component.
- 25 6. A component according to any preceding claim wherein the surfactant system is present at a level of from 10% to 70% by weight and comprises at least an anionic sulphonate surfactant or an anionic sulphate surfactant.
- 30 7. A component according to any preceding claim a nonionic surfactant system comprising, preferably comprising at least one alkoxylated alcohol surfactant, preferably at least two alkoxylated alcohol surfactants.

8. A composition according to any preceding claim wherein a flocculating agent comprises a polyethylene oxide of an average molecular weight from 150,000 to 3,000,000.
- 5 9. A composition according to any preceding claim wherein the clay is present at a level of from 5% to 60% by weight, preferably comprising a smectite clay.
- 10 10. A component according to any preceding claim comprising at least 0.1% by weight of a brightener.
- 11 11. A component according to any preceding claim in the form of a spray-dried particle, agglomerate or extrudate.
- 12 12. A component according to any preceding claim comprising at least 5% by weight of water.
- 13 13. A component according to any preceding claim comprising a fabric care agent selected from the group comprising soil release polymers, cellulosic polymer, dye transfer inhibitors, cationic softeners, or mixtures thereof.
- 14 14. A component according to any preceding claim comprising a carbonate salt and a water-swallowable disintegrant or an acidic compound capable of reacting with a carbonate to produce effervescence, preferably being a carboxylic acid, or mixtures thereof.
- 15 15. A component according to any preceding claim comprising a mixture of clays.
- 16 16. A component according to any preceding claim whereby the clay, flocculating agent, surfactant system and carrier material are in an intimate mixture with one another.
- 17 17. A process for making the component according to any preceding claim comprising the steps of first mixing the clay and the flocculating agent to form an intimate mixture

and subsequently mixing the intimate mixture with the surfactant system and the carrier material.

- 18 A process for making the component according to any of claims 3 to 16 comprising the
- 5 steps of first mixing the flocculating agent, the surfactant system or part thereof and/ or the carrier material or part thereof to form an intimate mixture and subsequently mixing the intimate mixture with the clay and optionally the remaining part of the surfactant system and/ or the remaining part of the carrier material.
- 10 19. A detergent composition comprising the component of any of claims 1 to 16, preferably being in the form of a tablet or bar or being a granular composition.

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